

ABSTRACT OF THE DISCLOSURE

A liquid crystal display apparatus includes a plurality of areas in which response speeds greatly different from each other coexist in a pixel. A first replacement process section replaces the image data of the desired target frame with a first gradation, when a gradation transition from a current frame to a desired target frame corresponds to the above gradation transition. A second replacement process section replaces the image data of the current frame with a second value. The first value is set to a value causing the pixel to respond at a relatively higher speed without the occurrence of the excessive brightness. Without avoiding the deterioration of the image, it is possible to drive a liquid crystal display apparatus including areas whose response speeds are different from each other coexist in the pixel, such as a liquid crystal display apparatus of vertically aligned mode and normally black mode.